



STEVE

STEVE CHABOT

NEW

Revision #: 0 Date: 10/25/2012

Client: OH - CD1 STEVE CHABOT 2012

Estimate: 3096

Media: TV

Description: OH CD1 STEVE CHABOT OCT 28-NOV 6 TV

Product: OH CD1

Flight Start Date: 10/28/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Sun 10/28	Mon 10/29	Tue 10/30	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total Spots
WKRC-TV																
1 5	MTuWThF 5:30a-6:00a GD MRN CIN@530	P3 EM	\$250.00	\$212.50	30	0	1	1	1	1	1	0	0	1	1	7
2 6	MTuWThF 6:00a-6:30a GD MRN CINN@6	P3 EM	\$325.00	\$276.25	30	0	1	1	1	1	1	0	0	1	1	7
3 7	MTuWThF 6:30a-7:00a GD MRN CINN@6	P3 EM	\$325.00	\$276.25	30	0	1	1	1	1	1	0	0	1	1	7
4 8	Sa 6:00a-7:00a LOCAL12NW-SA 6	P3 WK	\$150.00	\$127.50	30	0	0	0	0	0	0	1	0	0	0	1
5 9	Sa 7:00a-8:00a LOCAL12NW-SA 7	P3 WK	\$150.00	\$127.50	30	0	0	0	0	0	0	1	0	0	0	1
6 10	Sa 8:00a-10:00a SAT ER SHW-CBS	P3 WK	\$225.00	\$191.25	30	0	0	0	0	0	0	1	0	0	0	1
7 11	Su 9:00a-9:30a SUNDAY MRN-CBS	P3 WK	\$450.00	\$382.50	30	1	0	0	0	0	0	0	1	0	0	2
8 12	Su 9:30a-10:00a SUNDAY MRN-CBS	P3 WK	\$450.00	\$382.50	30	1	0	0	0	0	0	0	1	0	0	2
9 13	Su 10:00a-10:30a SUNDAY MRN-CBS	P3 WK	\$450.00	\$382.50	30	1	0	0	0	0	0	0	1	0	0	2
10 14	Su 10:30a-11:00a FACE NATN-CBS	P3 WK	\$350.00	\$297.50	30	1	0	0	0	0	0	0	1	0	0	2
11 15	Su 11:00a-11:30a NEWSMAKERS	P3 WK	\$300.00	\$255.00	30	1	0	0	0	0	0	0	1	0	0	2

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WKRC-TV																	
16	MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	EN	\$850.00	\$722.50	30	0	1	1	1	1	1	0	0	1	0	6	
17	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$900.00	\$765.00	30	0	1	1	1	1	1	0	0	1	0	6	
18	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$1,100.00	\$935.00	30	0	1	1	1	1	1	0	0	1	0	6	
19	Sa 11:00p-11:35p LATE NEWS	LN	\$1,100.00	\$935.00	30	0	0	0	0	0	0	1	0	0	0	1	
20	Su 11:00p-11:35p LATE NEWS	LN	\$1,100.00	\$935.00	30	1	0	0	0	0	0	0	1	0	0	2	
Total Spots:						6	6	6	6	6	6	4	6	6	3	55	
Total Cost:			\$31,225.00	\$26,541.25													
Total																	
OCT 12			\$3,100.00	\$2,635.00													6
NOV 12			\$28,125.00	\$23,906.25													49

Signature: _____

Disclaimer:

Summary by Station/System

Date: 10/25/2012

Client: OH - CD1 STEVE CHABOT 2012

Estimate: 3096

Media: TV

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Product: OH CD1

Flight Start Date: 10/28/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	55	\$31,225.00	100%	\$26,541.25	100%
Market Total:	55	\$31,225.00		\$26,541.25	

ORDER



Orders
Order / Rev: 68541
Alt Order #:
Product Desc: 3096 oh cd1 ✓
Estimate: 3096 ✓
Flight Dates: 10/28/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: GENERAL

Local 12 WKRC-TV
 LSM LSM
 CVC
 Local

Primary AE:
Sales Office:
Sales Region:

Agency
Name:
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Strategic Media Placement
 Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
Name: Chabot for Congress
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:10:00 ✓
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	6	\$3,100.00	\$2,635.00
10/29/12	11/06/12	49	\$28,125.00	\$23,906.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$3,100.00	\$2,635.00	0.00
November 2012	49	\$28,125.00	\$23,906.25	0.00
Totals	55	\$31,225.00	\$26,541.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$31,225.00
Market	100%	\$78,062.50

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	60%	\$46,837.50
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																																
N 1	WKRC	10/29/12	11/06/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	11111--	:30	5	\$250.00	P-3	0.00	NM	7	\$1,750.00																																																
<table border="0"> <tr> <td colspan="2">Start Date</td><td>End Date</td><td>Weekdays</td><td>Spots/Week</td><td>Rate</td><td>Rating</td><td colspan="9"></td></tr> <tr> <td colspan="2">Week: 10/29/12</td><td>11/04/12</td><td>11111--</td><td>5</td><td>\$250.00</td><td>0.00</td><td colspan="9"></td></tr> <tr> <td colspan="2">Week: 11/05/12</td><td>11/11/12</td><td>11-----</td><td>2</td><td>\$250.00</td><td>0.00</td><td colspan="9"></td></tr> </table>																Start Date		End Date	Weekdays	Spots/Week	Rate	Rating										Week: 10/29/12		11/04/12	11111--	5	\$250.00	0.00										Week: 11/05/12		11/11/12	11-----	2	\$250.00	0.00									
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N 2	WKRC	10/29/12	11/06/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	7	\$2,275.00																																																
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Local 12 WKRC-TV

3096

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N16	WKRC	10/28/12	11/04/12	11p Sa-Su Local 12 NwsCM	✓	11p-1135p	-----1	:30	1	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
				11p Sa-Su Local 12 Nws 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-----1	1	\$1,100.00	0.00								
		Week: 10/29/12	11/04/12	-----1	1	\$1,100.00	0.00								
Totals														55	\$31,225.00